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## Healtheon Launches Consumer Health Portal

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Personal Names: Long, Mike

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### Abstract:

The new consumer offering marks an important expansion of Healtheon's overall website, providing users with an authoritative, engaging, secure and easy-to-use source of healthcare information and other services via the Internet. The portal represents the foundation for extending Healtheon's transaction services directly to consumers.

Mike Long, CEO, Healtheon Corporation, noted that the company's consumer offering is another important extension of Healtheon's overall business mission to leverage Internet technology to better link all of the participants in healthcare: consumers, physicians, employers, brokers, health plans, hospitals, pharmacies and laboratories.

Healtheon was founded in 1996 by Jim Clark, founder of Netscape Communications and Silicon Graphics, Inc. Healtheon can be reached at 888-486-9498 or <http://www.healtheon.com>. SOURCE Healtheon Corporation

### Full Text:

Copyright PR Newswire - NY Dec 2, 1998

Industry: HEALTH CARE/HOSPITALS; INTERNET MULTIMEDIA ONLINE; PUBLISHING/INFORMATION SERVICES

SANTA CLARA, Calif., Dec. 2 /PRNewswire/ -- Healtheon Corporation, the pioneering provider of advanced Internet-based solutions for the healthcare industry, today announced the launch of its consumer Internet portal of healthcare information and transaction services.

The new consumer offering marks an important expansion of Healtheon's overall website, providing users with an authoritative, engaging, secure and easy-to-use source of healthcare information and other services via the Internet. The portal represents the foundation for extending Healtheon's transaction services directly to consumers.

The consumer portal also enables the company's business partners -- including health plans, physician groups, integrated delivery networks, and others -- to build upon these capabilities and configure custom web portals for their specific business needs while adding value to their customer relationships.

Mike Long, CEO, Healtheon Corporation, noted that the company's consumer offering is another important

extension of Healtheon's overall business mission to leverage Internet technology to better link all of the participants in healthcare: consumers, physicians, employers, brokers, health plans, hospitals, pharmacies and laboratories.

Commenting on the proliferation of consumer healthcare sites available on the Internet, Long commented, "Healtheon eliminates this confusion by consolidating highly authoritative, well respected sources of healthcare information and secure transactions into one easy-to-use site. Moreover, this portal allows our business partners the opportunity to integrate these services into their websites, affording their end users with a single point of entry into the overall healthcare community."

He continued, "Our goal is not only to inform consumers about healthcare issues and choices, but to also allow them to act on that information and manage their relationships with their providers through this innovative Internet portal," he said.

This consumer portal combines leading medical dictionaries, encyclopedias, and other authoritative sources, some of which are not available on-line elsewhere.

Long also noted that consumers will find the site extremely easy to navigate. "The Healtheon consumer Q&A function enables users to identify and retrieve the precise information or health topic they need through a simple and effective search interface."

To assure both the integrity of this site's content and its ease of use, Healtheon has formed strategic relationships with, and licensed content from, well-known healthcare publishing and technology companies for its site, including:

W.B. Saunders Company – Healtheon has licensed the electronic distribution rights to the Miller-Keane Encyclopedia & Dictionary of Medicine, Nursing, & Allied Health (6th ed.), and to Dorland's Illustrated Medical Dictionary (28th ed.).

Citizen 1 – Healtheon's consumer health portal provides access to CiteLine's index of authoritative medical information on the Internet, providing access to more than 90 million pages of information ordinarily invisible to traditional search engines.

A.D.A.M. – Healtheon has licensed A.D.A.M.'s (Nasdaq: ADAM) hypertext Medical Encyclopedia for use at this consumer portal.

Lexical Technology, Inc. -- Healtheon has licensed the Metaphrase Enterprise Vocabulary System to manage medical terminology and improve the search capabilities within this consume portal. Plans are in place to enhance further the site's search capabilities to correct common misspellings, and to allow the matching of common medical terms to the appropriate technical medical topics.

New York Times Syndicate -- Healtheon's HealthCenter provides links to medical headlines on a daily basis, affording consumer access to fast-breaking healthcare news stories.

Healtheon provides two methods for consumers to gain access to trustworthy medical information on the Internet. First, Healtheon's Advanced Medical Database Search provides an innovative method for consumers to conduct simultaneous searches across multiple, "hidden" medical databases that are inaccessible to traditional search engines.

Second, the CiteLine search function provides access to medical content from a continuously updated list of reviewed medical websites. Healtheon and Citizen 1's editorial review of the medical content at the site assures the integrity of the information made available to users.

The site also offers customized wellness site applications that are both informative and entertaining to use. "The Health Risk Appraisal is a health-education tool that takes users through a comprehensive survey, while providing useful assessments, informative anecdotes, and tips on how to improve their overall health," Long said. The Food Computer includes a weight-loss wizard, elder-check to spot elderly persons at risk for poor nutrition, and food label library with nutritional information on more than 11,000 foods.

Healtheon's consumer site will expand in the coming months. In addition to supporting secure communications with participating providers and health plans, it will enable secure transactions such as medication refills, eligibility checks, claims status, referral history, and other member functions. The Healtheon HealthCenter will offer other

healthcare applications such as the HealthVault, a secure and confidential repository that gives consumers the power to maintain and control their personal and family health records.

The site can be found at <http://www.healtheon.com> by clicking on "Consumers."

#### About Healtheon Corporation

Healtheon's technology platform leverages advanced Internet technology to enable seamless communications, information exchange and mission-critical transaction processing among key participants in the healthcare industry, including consumers, employers, health plans, providers, hospitals, pharmacies, and laboratories.

Healtheon was founded in 1996 by Jim Clark, founder of Netscape Communications and ©Silicon Graphics, Inc. Healtheon can be reached at 888-486-9498 or <http://www.healtheon.com>. SOURCE Healtheon Corporation

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